

Listing of the Claims:

The listing of the claims will replace all prior version and listings of the claims in the application:

1. (Currently Amended) A method of controlling a network transaction between a user receiver and a content provider occurring over a network operated by a network operator, the content provider offering enhanced content programming relating to the network transaction, the method comprising the steps of:
- initiating a request for the enhanced content programming, said request initiated by the user receiver and directed at the content provider via the network, wherein the enhanced content programming includes enhanced television signal;
 - directing the enhanced content programming responsive to said request at the user receiver via the network, said directing step performed by the content provider;
 - ~~detecting triggers embedded in the enhanced content programming, said detecting step performed by a third party;~~
 - intercepting the enhanced content programming, said intercepting step performed by ^a said third party and determining whether the enhanced content programming includes markers inserted by the content provider in response to information appended by the third party to the request;
 - determining if the enhanced content programming complies with a set of third party parameters by examining the markers;
 - permitting the enhanced content programming to be received by the user receiver if the enhanced content programming complies with said set of third party parameters;
 - and
 - preventing the enhanced content programming from being received by the user receiver if the enhanced content programming does not comply with said set of third party parameters.

2. (Original) The method of claim 1, wherein said set of third party parameters is comprised of a set of business rules.

3. (Original) The method of claim 1, wherein said set of third party parameters include the requirement of embedding a third party marker within the enhanced content programming.

4. (Original) The method of claim 1, wherein said preventing step further comprises the step of transmitting a set of third party requirements to the content provider.

5. (Original) The method of claim 1, wherein said preventing step further comprises the step of directing said request to a substitute content provider.

6. (Original) The method of claim 1, wherein said set of third party parameters includes a set of receiver capabilities.

7. (Original) The method of claim 1, wherein said set of third party parameters includes a user profile associated with the user receiver.

8. (Original) The method of claim 1, wherein said set of third party parameters is comprised of a set of network specifications.

9. (Original) The method of claim 1, further comprising the steps of:
extracting transaction information from said intercepted enhanced content programming; and
storing said extracted transaction information in a data base controlled by said third party.

10. (Original) The method of claim 9, further comprising the step of displaying at least a portion of said extracted transaction information.

11. (Original) The method of claim 1, wherein the network transaction is a financial transaction and said request is a purchase request, said method further comprising the step of entering said purchase request into a data base controlled by said third party.

12. (Original) The method of claim 11, further comprising the step of displaying at least a portion of said entered user purchase request.

13. (Original) The method of claim 11, further comprising the steps of:
directing a request for additional information pertaining to said purchase request to the content provider, wherein said directing step is performed by said third party;
receiving said additional information from the content provider; and
storing said additional information in said third party controlled data base.

14. (Original) The method of claim 13, further comprising the steps of:
directing a request for updated information pertaining to said purchase request to the content provider, wherein said directing step is performed by said third party;
receiving said updated information from the content provider; and
storing said updated information in said third party controlled data base.

15. (Original) The method of claim 11, further comprising the steps of:
requesting finalization of said purchase request;
finalizing said network transaction with the user receiver, wherein said finalizing step is performed by said third party; and
providing finalized transaction information to the content provider by said third party.

16. (Currently Amended) A network-based system for controlling a user transaction, the system comprising:

a network providing both standard television programming and enhanced content programming to a plurality of users, wherein the enhanced content programming includes enhanced television signal;

a receiver coupled to said network, said receiver submitting a user request for a portion of said enhanced content programming relating to the user transaction;

a content provider coupled to said network, said content provider supplying said portion of said enhanced content programming relating to the user transaction in response to said user request;

a third party controller coupled to said network for detecting triggers embedded within said portion of said enhanced content programming supplied by said content provider in response to said user request and for intercepting said portion of said enhanced content programming supplied by said content provider in response to said user request and for determining whether the enhanced content programming includes markers inserted by the content provider in response to information appended by the third party to the request;

a data base controlled by said third party controller, said data base containing a set of third party parameters;

third party means for ~~comparing said set of third party parameters with said portion of said enhanced content programming supplied by said content provider to determine~~ determining if said enhanced content programming complies with said set of third party parameters by examining the markers; and

third party means for preventing the enhanced content programming from being received by said receiver if the enhanced content programming supplied by said content provider does not comply with said set of third party parameters.

17. (Original) The network-based system of claim 16, wherein said third party comparing means and said third party preventing means are integrated into said third party controller.

18. (Original) The network-based system of claim 16, further comprising third party means for transmitting a request for compliance with said third party parameters to said content provider if the enhanced content programming supplied by said content provider does not comply with said set of third party parameters.

19. (Original) The network-based system of claim 16, further comprising:
third party means for extracting information relating to the user transaction from said user request and from said portion of said enhanced content programming provided by said content provider, said extracted information stored in said data base; and
a display coupled to said receiver for displaying said portion of said enhanced content programming and for displaying said extracted information.

20. (Original) The network-based system of claim 16, wherein said receiver is selected from the group consisting of set-top boxes, telephones, PDAs, and computers.

21. (Original) The network-based system of claim 16, wherein said network is selected from the group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and satellite broadcast systems.

22. (Original) The network-based system of claim 16, wherein said third party controller obtains additional information from said content provider relating to the user transaction and stores said additional information in said data base.

23. (Original) The network-based system of claim 22, wherein said third party controller finalizes the user transaction with said receiver and provides final transaction information to said content provider.

24. (Currently Amended) A method comprising:
controlling a network transaction between a user receiver and a content provider occurring over a network operated by a network operator, the content provider offering

enhanced content programming including enhanced television signal, the enhanced content programming relating to the network transaction, the network operator determining whether intercepted enhanced content programming complies with a set of network operator parameters by determining whether the intercepted enhanced content programming includes markers inserted by the content provider in response to information appended by a third party to the request and permitting the enhanced content programming to be received by the user receiver if the content programming complies with the set of parameters.

25. (Original) The method of claim 24 wherein the user receiver initiating a request for the enhanced content programming.

26. (Original) The method of claim 24 further comprising preventing the enhanced content programming from being received by the user receiver if the enhanced content programming does not comply with the set of parameters.

27. (Original) The method of claim 24 further comprising the network operator detecting triggers embedded in the enhanced content programming.